

Friday, February 12, 2016



I am writing to share some very exciting news about York Region Abuse Program's (YRAP) name change to **Cedar Centre**, effective February 12, 2016.

Therapeutic services for  
those affected by trauma

As you may know, in the fall of 2013, the Board of Directors took a ground-breaking step to expand the Agency's mandate and services to welcome children, youth and adults who have experienced *all forms of interpersonal childhood trauma*. Since that time, our clinical staff have been very busy working in partnership with Dr. Heather MacIntosh, McGill University, to make important, evidence-based changes to both our Adult Program and to our Child, Youth & Family Program. These program revisions will be complete in February 2016 and we are so very pleased that you will have the opportunity to witness this very important milestone.

In the fall of 2014, the members of our Board of Directors, in partnership with Leslie McCallum, *bright red communications inc.*, undertook a rebranding process with the intent of selecting a name that would better reflect the work that we do in community. With the goal of selecting a name that was truly Canadian and an image that spoke to the notions of safety, calm, sheltering and growth, **Cedar Centre** emerged unanimously as our new identity. Alison and I are delighted with this choice and are profoundly grateful for the time and hard work of those who have participated along the way.

We hope that you will be patient with us during this time of transformation. Over the next few weeks and months to come we'll be changing visibly as we replace our current YRAP logo with the new **Cedar Centre** logo. From time to time we'll refer to the Agency as YRAP, but that's to be expected after close to 30 years! Name changes are rare, but exciting – we're so happy that you'll be a special part of this process with us. To that end, we have provided some important information for you, below. Please note that our location, hours of operation and telephone numbers have not changed. If you have not already done so, kindly take a moment to update your files and note any changes in email addresses that originate from us.

**Cedar Centre**  
**17705 Leslie St., Unit 12**  
**Newmarket, ON L3Y 3E3**

**Telephone: 905.853.3040**  
**1.800.263.2240**  
**Fax: 905.853.1023**

**Website:** [www.cedarcentre.ca](http://www.cedarcentre.ca)

We look forward to welcoming you to **Cedar Centre!**

**Kevin Murdoch, F.C.S.I., C.S.A.**  
**Chair, Board of Directors**  
**Cedar Centre (formerly YRAP)**

**Alison L. Peck, BSc., MA**  
**Executive Director**  
**Cedar Centre (formerly YRAP)**

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